



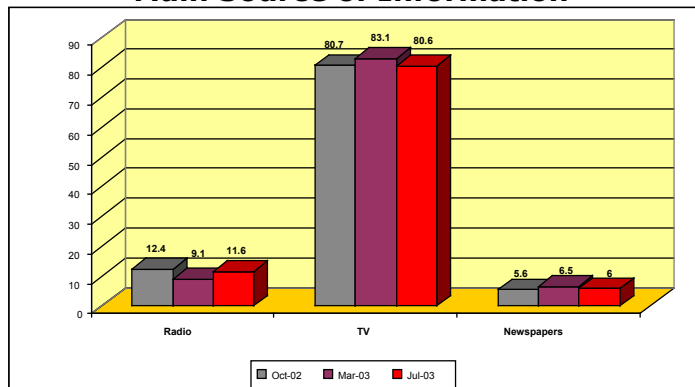
July 2003

Media Habits in Kosova

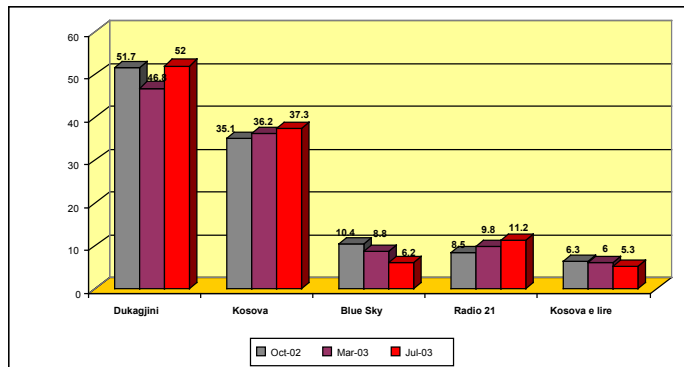
Daily Usage (%)
(Regular users - every day)

	October 2002	March 2003	July 2003
National TV	74.5	75.7	74.2
Local TV	27.4	23.5	20.2
Foreign TV	19.6	17.2	18.6
National radio	39.8	30.4	34.7
Local radio	46.6	38.6	42.8
International radio	8.0	5.1	6.1
Newspapers	20.2	18.3	15.9
Video	6.7	3.3	2.5

Main Source of Information

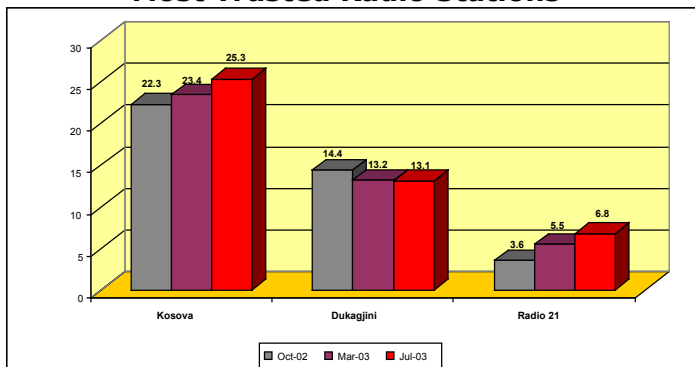


Most Listened Radio Stations

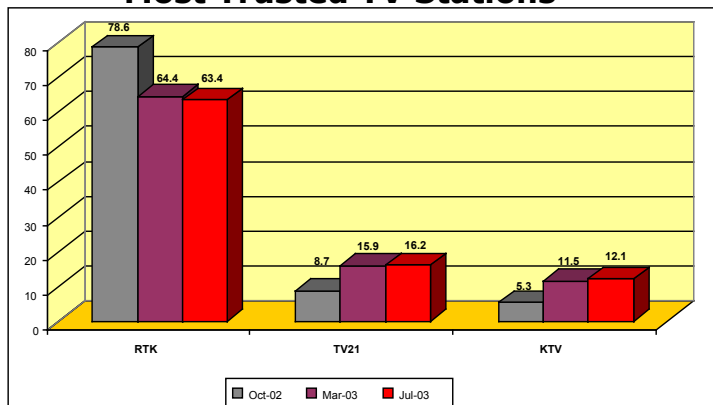


(Note: cumulative % of 1st, 2nd and 3rd choice)

Most Trusted Radio Stations



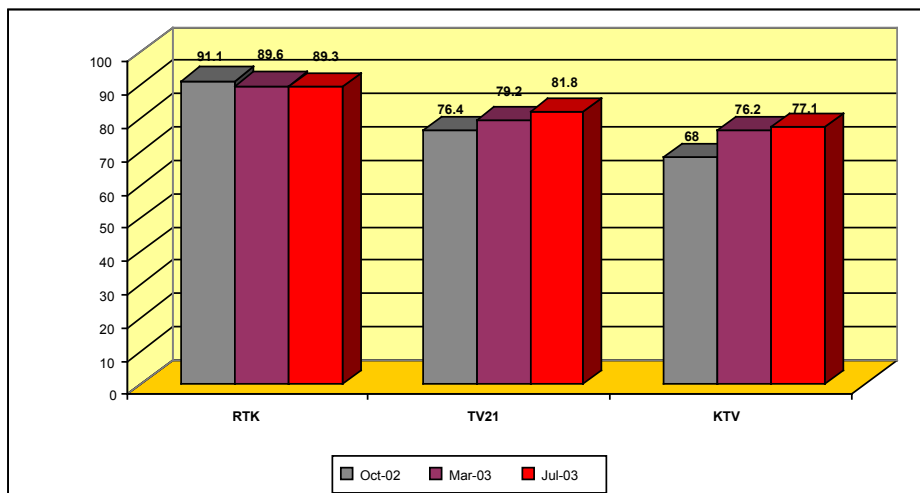
Most Trusted TV Stations





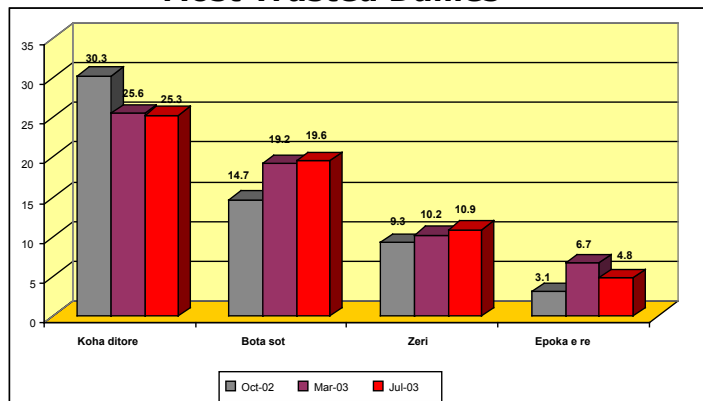
Media Habits in Kosova

Most Watched TV Channels

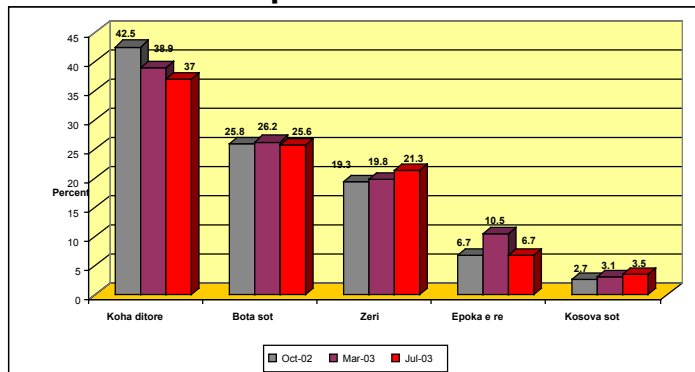


(Note: cumulative % of 1st, 2nd and 3rd choice)

Most Trusted Dailies

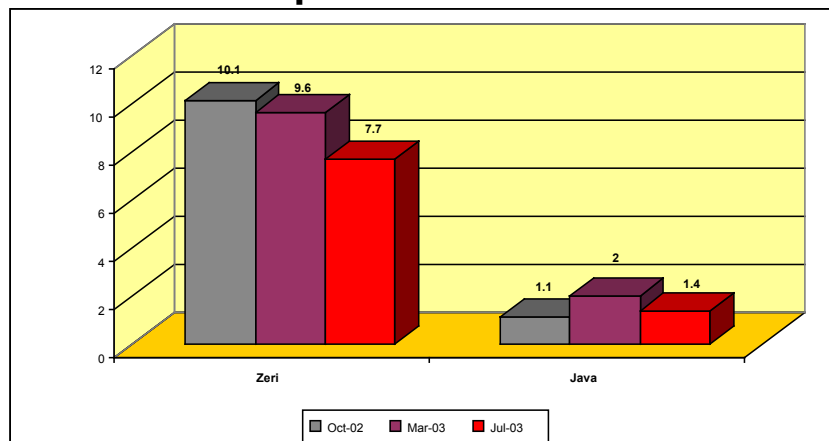


Readership of Dailies in Kosova



(Note: cumulative % of 1st and 2nd choice)

Readership of Weeklies in Kosova



(Note: cumulative % of 1st and 2nd choice)